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WAR FOOD ADMINISTRATION
Office of Distribution
Marketing Reports Division
821 Market Street, Room 700
San Francisco 3, California

Approx. 15 Minutes
July 7, 1944

MRD Special Script — Container Salvage
(Prepared for Idaho District Office)

ANNOUNCER: Before us for discussion today is a problem which concerns those who grow fruits and vegetables...those who distribute fruits and vegetables...and those who consume these foods. That covers all of us...so let's get down to business.... the business of salvaging containers. For our roundtable discussion on the container situation...may I present Michael Wilson, assistant district supervisor for the Office of Distribution in Idaho...Frank B. Wilson, secretary of the Idaho Association of Retail Food Distributors and Frank Wisner, district manager for Safeway stores. Now, Mike, lead off...but first, tell me how you're going to keep our listeners from becoming confused, since we not only have two Wilson's present, but two Franks.

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SERIAL RECORD
JUN 15 1945
DEPARTMENT OF AGRICULTURE

M. WILSON: That's up to you...you're the M.C. on this program.

ANNOUNCER: But they're <u>your</u> guests, Mike.

F. WILSON: And I don't want the blame <u>or</u> credit for anything you say, Mike...not that I probably won't agree with you.

WISNER: Nor I the blame or credit for <u>your</u> remarks, <u>Frank</u> Wilson.

ANNOUNCER: Say, what is this? Perhaps, we'd just better call a halt and refer to you three as Messrs. A B and C...that would certainly make life simpler for the next fifteen minutes.

M. WILSON: It would probably be easier if we just started talking about containers...that problem can certainly be stated in very simple terms. We want to insure sufficient containers in which to market Idaho's fruit and vegetable crops this sum-

(MORE)

M. WILSON: (CONTINUED) mer and fall. And, as nearly as I can figure out, the solution is container salvage all along the line.

F. WILSON: By which you mean, Mike, that from farmer to consumer, in the marketing of food, containers can be salvaged, and re-used.

M. WILSON: That's right, Frank...or should I say, Mr. Secretary... that might relieve some of our confusion. After all, you <u>are</u> secretary of the retail food distributors.

F. WILSON: Whatever you like....At any rate, today, we're appealing to both the fruit and vegetable industry <u>and</u> consumers. When they realize how serious the container situation is, they'll see <u>why</u> salvage is a must.

WISNER: And we probably should point out, Frank, that the drive to salvage and re-use containers is being spearheaded through a Container Salvage Committee. Frank Wilson and I are both members, and the third member is R. L. Walthew. I certainly agree with you, too, Frank, that we ought to let the people know what this is all about....<u>why</u> containers are short. Perhaps, Mike, you'd go into the various conditions which have caused the shortage.

M. WILSON: Beginning in 1941, there has been a decline in lumber production..,This has been accompanied by a sharp increase in the rate of consumption. You can get some idea of this decline by comparing the lumber stocks of the first quarter of this year with those of the first quarter last year... approximately 7 billion board feet for the first three months of 1944, as against much more than twice that amount for the same period in 1943. Then, of course, the lumber industry has also suffered manpower shortages...and so have

(MORE)

M. WILSON: (CONTINUED) the factories were containers are constructed.

WISNER: Thus we come to 1944 with less lumber for containers... and less manpower to build them...and more containers needed this year because of our heavier fruit and vegetable harvest.

F. WILSON: Then, add the fact that there were barely enough packages available to handle the '43 harvest, with its much lower yields. It's practically a foregone conclusion that the '44 container situation is going to be tight in every sense of the word.

ANNOUNCER: I can understand why you gentlemen are worried. I've heard reports of an apricot crop three times the size of last year's....a peach crop about sixty percent larger...a bigger pear crop....

M. WILSON: And so on down the line. To help meet some of the difficulties growers have been asked to place their orders for containers early...to plan their needs accurately... and to acquaint themselves with other types of containers that may be substituted for those normally used. For example, orange boxes can be adapted to use as peach boxes, and so on.

ANNOUNCER: What particular types of containers are on the short list here in Idaho, Mike?

M. WILSON: Bushel baskets...lug boxes...and apple boxes. You don't happen to have any stored away in your basement, do you?

ANNOUNCER: Not that I know of...but I wouldn't admit it, if I did... judging from the temper of you gentlemen on this subject... why...you're liable to carry on a three-man searching party.

F. WILSON: And maybe we should...I'll bet that we'd unearth a plenty good supply of containers if we went searching through the basements and storerooms of Idaho homes...

ANNOUNCER: Well, there you have it, gentlemen...the solution to the container salvage program....a campaign on the part of housewives to gather up bushel baskets, lug boxes and apple boxes that are now stored in their basements.

WISNER: And don't think we haven't already figured that one out. ...because the only way to get good used containers back into circulation is to be sure that consumers don't hide them away for some rainy day.

F. WILSON: We're already asking retail stores throughout Idaho to put the problem before their customers....to ask their customers NOT to request boxes to carry food supplies home in.

WISNER: And when customers buy large quantities of fruits or vegetables as they often do, for canning...either right from the farms or from wholesalers or retailers....we're asking them to return the containers immediately....

M. WILSON: Or better yet, Wisner, to bring their own containers...

ANNOUNCER: provided, of course, they aren't good used bushel baskets, lug boxes or apple boxes....

M. WILSON: Exactly...After all, one way to insure the orderly marketing of our fresh foods in wartime...and to prevent waste that might occur in producing areas at harvest time, for lack of containers...is to get ALL good used containers back into circulation...and keep them circulating continually.

ANNOUNCER: Well, I guess I'd better appoint myself a committee of one to survey the used-container situation in our basement...and see what I can do to help relieve this shortage.

M. WILSON: You understand, (announcer), of course, that there's more to this salvage program than the part played by consumers...we've talked a little about how growers are being asked to help out...

F. WILSON: And in this case, it's a matter of helping themselves. I heard the other day, for example, that countless hundreds of orange boxes are going to waste every day because of lack of demand...and I understand that used-container dealers are very willing to accumulate supplies of these orange boxes for growers. Orange boxes not only can be used for peaches, as you mentioned, Mike...but for apples, too.

M. WILSON: They do very well, too...Orange boxes, you know, are built with a center head, which makes them sturdy and substantial. They can be filled just to the top, or slightly below, and then stacked on trucks. They can even be used without covers. And they stack very well.

WISNER: Also, if baskets for grapes are short...grapes could be packed in lug boxes, if they are juice and table grapes being marketed fresh. In fact, this year, shippers and growers must use every container they can lay their hands on...orange boxes...lug boxes...crates and boxes of all kinds and shapes...baskets and hampers.

F. WILSON: That's the story, all right...and to help the situation further, special freight rates already are in effect for shipping secondhand fruit and vegetable containers from all the northern, central, and western states, east of the Rockies to the South...and there are special rates from eastern shipping points into Pacific Coast producing areas. These lower costs for returning second-hand containers

(MORE)

F. WILSON: (CONTINUED) will make it possible to ship a greater volume of fruits and vegetables, as well as other perishables.

ANNOUNCER: All this goes right back to the point one of you gentlemen brought out earlier in this discussion..if we don't have all the containers that are needed to ship this year's large fruit and vegetable crops to market....then some of these crops will be wasted on the farms.

M. WILSON: And we'll all be losers...

ANNOUNCER: Including those of us who have bushel baskets, and fruit boxes concealed in our basements.

F. WILSON: Oh...he admits his guilt...well, well. Perhaps we'd better not trust him to search his own basement.

WISNER: Now, seriously, _____, consumers can do a lot to help with this container shortage, as we've already indicated. ...not only by using their own shopping bags and by not asking the grocer or produce clerk for a box...but when it is necessary to take purchases home in a box, to be sure to return it.

ANNOUNCER: ....But mainly, don't ask for boxes.

WISNER: That's it. And, of course, we've already gone into the salvage of boxes, crates and other containers that may be gathering dust in basements or attics. The important thing is to get these back to your grocer or a farmer you may know, as soon as possible.

ANNOUNCER: In otherwords, to salvage these containers just as we do other critical materials like paper, fats and used tin cans.

M. WILSON: Say, I'm glad you mentioned paper salvage. Salvaging paper bags is also important. Here again, consumers can bring used paper bags or their own shopping bags to market...Also, it will help if they aren't too demanding on the clerk wrapping their groceries.

ANNOUNCER: You mean, they shouldn't ask to have something repackaged that's already in a carton or is wrapped in paper...

M. WILSON: Yes...Or when a shopper picks out her own vegetables, she should use a paper bag that will hold just the quantity she has purchased, instead of three times as much...or put her vegetables all in one sack, instead of three or four half-filled ones...

WISNER: Well, as I see it, Mike, both container salvage and paper salvage are really good economy...Certainly, we should make the fullest possible use of every product...because it requires manpower, materials and equipment to manufacture these products.

ANNOUNCER: Seems to me, though, that you might have a psychological problem to overcome in this re-use of containers, among both the trade and consumers.

WISNER: How do you figure that?

ANNOUNCER: You know, we're all used to <u>good packaging</u>... neat appearing boxes and crates. It's good merchandising to display food attractively. Aren't some of these used containers going to detract from the looks of the product?

F. WILSON: Not if the containers are kept in good repair. Seems to me that this is a time when we have to forget about fancy packaging. The main point is to get containers, any good usable containers, in which to market the food. Folks

(MORE)

F. WILSON: (CONTINUED) who are fussy will just have to bear with us. After all, we are interested in getting the food to market...and the food is what the people are buying, not the containers.

ANNOUNCER: In other words, this is a wartime emergency and we have to give up the frills of food marketing if we want to be sure that no food is wasted for lack of containers.

M. WILSON: Well said, _____. And after that statement, gentlemen, perhaps we'd better put our announcer friend on the salvage committee...sounds as if he'd do a good job.

F. WILSON: I'd say the least we can do is to make him an honorary member and assign him as a committee of one to spread the word among his friends...

ANNOUNCER: The honor is duly appreciated...and I promise to deliver the goods, or should I say, the containers. (PAUSE) You have been listening to a discussion of an important wartime food marketing problem. Taking part in this roundtable have been Michael Wilson, assistant district supervisor, for the Office of Distribution, War Food Administration, In Idaho....And Frank Wisner, and Frank Wilson, members of the Container Salvage Committee.

This committee is launching a drive among growers, shippers, wholesalers, distributors, retailers, and consumers to salvage lug boxes, apple boxes and bushel baskets throughout the state, so there will be sufficient containers in which to send Idaho's fruit and vegetable crops to market at home and abroad. Remember, food is doing a war job....We need every bit of it to win this war. Let's keep those boxes and baskets moving from our farms to our markets and back again. And there's your cue, folks,

(MORE)

ANNOUNCER: (CONTINUED) to do another salvage job for victory. Don't put food containers away for a rainy day...put them back in circulation.

This broadcast has been a public service feature of radio station _____, presented in cooperation with the War Food Administration and the Idaho Container Salvage Committee. For more information on how you can help in this war emergency, get in touch with the Container Salvage Committee, _____

_____.

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WAR FOOD ADMINISTRATION
Office of Distribution
Marketing Reports Division
821 Market Street, Room 700
San Francisco 3, California

Approx. Time 15 minutes
July 17, 1944
District Supervisors
Can fit to Allotted Time.

FCOD FIGHTS FOR FREEDOM -- AT HOME AND ABROAD
(MRD Weekly Script No. 18)

Use of this weekly series has been cleared for time by the Office of War Information over the following radio stations: Z-Bar Network, Montana, KRBM, Bozeman, KGIR, Butte, KPFA, Helena, KFBC, Cheyenne, Wyoming; KLO, Ogden, and KDYL, Salt Lake City, Utah; KTAR, Phoenix, Arizona; KOH, Reno, and KENO, Las Vegas, Nevada; KWG, Stockton, KSRO, Santa Rosa, and KIEM, Eureka, California; KXL, Portland, Oregon; KIDO, Boise, and KRLC, Lewiston, Idaho.

District Supervisors are urged to time all scripts in advance. News portion of script is a good place to make additions or deletions. War Food Bulletins from this office are a good source of additional news items.

ANNOUNCER: Good _____, friends. What is your country doing to manage its food supply? What can you do to help? You'll find out if you listen each week to....FOOD FIGHTS FOR FREEDOM...at home and abroad...a presentation of the Office of Distribution, War Food Administration. Today, _____ of the (District) Office for this agency is on the other side of the microphone with me to give us more news of activities on the food front. And also, this _____, we have Mrs. _____(home demonstration agent, women's program director at the radio station; member of local nutrition committee or someone active in promoting local canning programs) all out of breath, and looks as if she almost didn't get here this morning. What's the matter, Mrs. _____? Did you have a flat tire or something?

WOMAN: No, thank heaven, not that. I've been canning, and I got so interested in telling the little girl next door what I was doing that I almost forgot the time.

DIST. SUP.: Canning, humn?....Well, it's a good thing you're here, then..I think you'll be able to prop me up on some of the things I want to say today.

WOMAN: Well, I'll certainly try, because I'm afraid you men don't really appreciate what this food preservation is all about.

ANNCR: Hey...what do you mean? Why, I hold the record for eating more corn than any man in the county, and it was home-canned, too.

DIST.SUP.: Don't say it, Mrs._____, he's really a nice guy.

WOMAN: Alright....but it just goes to show...what I meant was, you men don't appreciate all the work that goes into canning and preserving the food you eat. Why, just yesterday my husband came puffing into the kitchen with a load of carrots from the garden, and he said, "Just look at me...slaving all day over a hot victory garden while you sit in a nice white kitchen watching the needle on a pressure cooker.

DIST.SUP.: Well?

ANNCR: Yeah...what's so funny about that? Why, I'm going to have the tiredest pair of shoulders in this county from weeding that victory garden of mine.

WOMAN: Alright, I'm just outnumbered, that's all. But I'm sure there are plenty of women in the audience who know what I mean... seriously, though, canning really is fun...it's hot work for a few hours, but when you see those nice straight shelves lined with yellow corn, and green peas, and the peaches and plums and beans and tomatoes..well, you just can't help feeling proud of yourself every time you look at them.

DIST.SUP.: I think I know what you mean, Mrs. _____. When you look at your shelves it makes you feel mighty sure your family will eat plenty of good American meals this winter....And you grew it in your own backyard and canned it right in your own home, too. But say, what was on the stove this morning that almost made you late?.....I know what it SHOULD be, because the season is just right for it.....

WOMAN: Don't be so smug...you think I don't know when apricots are just right for canning.

ANNCR: Did she ring the bell, _____?

DIST. SUP.: Yep, apricots are the answer this week.

ANNCR: All right, I will personally send this little lady a 21 gun salute by the next carrier pigeon...but she has to give us a jar apiece first...As a matter of fact, I hold some kind of intra-mural record for eating good home-canned apricots.

WOMAN: Then you can both come home with me, and I'll see that you get some...Besides, there's another lug on my back porch that needs washing and cutting and stoning...there's a lot you can do around there if you want a jar of my apricots.

DIST. SUP.: OK, OK...we were only kidding....You know, Mrs. _____, it looks to me as if we'd be a pretty good combination...for this broadcast anyway...You know how to can...and I know what to can.

ANNCR: And I know how to eat!

DIST.SUP.: I'll bet you do. Getting back to <u>your</u> Victory Garden Mrs._____ .....are you preserving all you can't eat now?

WOMAN: Of course....the purpose of the Victory Garden isn't just the NOW-angle...everyone knows that we're not going to find as much canned food at the grocery store this winter...and if we don't grow victory gardens, the commercial producers won't be able to fill the need for fresh things, and fruit and vegetables for us to can, too....

DIST. SUP.: You've got the right idea, there, Mrs._____. What all have you canned from the garden so far?

WOMAN: Well, last week it was snap beans....I hadn't put up any for so long, I'd forgotten how. So I got ahold of that bulletin you keep telling us about, and it went like a breeze....

DIST. SUP.: Oh...the one we call "Home Canning of Fruits and Vegetables".... that's a good one....I was interested in that chart on page 13... you know, the one that tells how many quarts or pints you'll get from a given number of pounds...did it work for you?

WOMAN: Of course it worked....We got 60 pounds of snap beans this year, and the chart said that amount should make 30 to 40 quarts. So I counted out 35 jars and only had to put away one....that's pretty close.

DIST. SUP.: Good...so you've canned beans and apricots so far....anything else?

WOMAN: Well, let's see...Oh, cherries, ...they were the first thing I canned. Ten quarts...and I put up 10 quarts of berries .... we'll have some good juicy pies this year for sure...Oh, and carrots...

ANNCR: (SAD MONOTONE) I gave all my carrots away this year....

DIST.SUP.: What did you plant 'em for if you didn't want to eat them?

ANNCR: Oh, I wanted the carrots...but somehow I just got to feeling sympathetic and I just let 'em have the carrots....I wonder if they canned them, or ate them raw, or what....

DIST. SUP.: Well who's THEM?

ANNCR.: My rabbits....who did you think?

WOMAN: Such generosity....well, the rabbits didn't get <u>our</u> carrots, I canned about forty pounds. I guess...my family likes them sauted with a little chopped onion and parsley -- so they'll have plenty anytime now, and I won't have to take time to boil them first, either.

DIST SUP.: Hmm...all of which reminds me...I found a book the other day... matter of fact I brought it with me....

ANNCR: Oh, oh....now we're in for it...I saw you sitting in the studio before the broadcast gloating over something....OK, ask us a lot of questions you know we can't answer...

DIST SUP.: Alright, you asked for it, so I will...Question --- what did our ancestors do with carrots before they found out they were good to eat?

ANNCR: What a question....do you know, Mrs. _____?

WOMAN: Well, let's see....

DIST SUP: I'LL give you a hint...it's a fashion hint...does that mean anything to you?

ANNCR: Fashion, huh?....women's fashion?

DIST.SUP: Unhuh...think of the craziest thing you can, and that's it....

ANNCR: Hats.....I suppose women wore carrots on top of their hats...

WOMAN: I object...besides, that would be wasting food.

DIST SUP.: Well, that's just what the women DID....'way back when... decorated their hats and dresses with carrots and carrot tops. And the ancient Greeks ate the carrot seeds for snake-bite medicine...

ANNCR: Hm...carrot seeds for snake bits.

WOMAN: He doesn't seem to appreciate your book, Mr. _____.

DIST SUP.: Wait till he hears what I know about artichokes...

ANNCR: OK...go ahead...go ahead...

DIST. SUP.: WELL, for any of you who might be victims of that curse to MAN ...any of you who happen to be losing your hair.

ANNCR: Not to put it bluntly or anything....

DIST. SUP.: Of course not....but the ancient Greeks and Romans...pressed the juice out of artichokes, and spread it around on their bald heads....

ANNCR: Personally, I don't think artichoke juice is a very good substitute for hair...but.

DIST.SUP.: It restored the hair, dopey...but I guess civilization has changed even the artichoke....because...

ANNCR: Don't tell us....let us guess the name of that strange perfume you're wearing on your head today.....

DIST SUP.: Don't change the subject... we were talking about canning -- remember?

ANNCR: Allright, Mrs. _____ you were telling us about your victory garden under glass...right?

WOMEN: Why, Mr._____, that's just what it is, now,.....a victory garden under glass, transplanted to the basement.

ANNCR: You see, _____, she thinks I'm clever and I don't have to read strange books, either. Let's see, you have canned carrots and snap beans from your garden, and cherries, berries and apricots from the market...right?

WOMAN: And right from the farmer, too. Then tomorrow I'll work on more apricots.

DIST. SUP.: Gosh, you must have worn that little Home Canning bulletin out by this time...

WOMAN: That's about right....and I can't tell you how I needed that bulletin...You know, there are a great many of us who haven't done much canning for years...and you sometimes forget just the right procedure for every fruit or vegetable....

DIST.SUP.: That's where our bulletins come in.

WOMEN: That's right...and now more than ever, it's so important to know the correct way to can...that way we'll be sure not to waste any food. For instance, I didn't realize before that oven-canning was dangerous...but right after I read about it in your bulletin, I heard of a woman down at the end of my street who got cut quite badly when a jar exploded in the oven.

DIST SUP.: Give me her address, and I'll send her a Bulletin...maybe she knows by this time that the oven method is dangerous.... But may be she doesn't know that the open kettle method isn't a very smart way to preserve food, either.

WOMAN: Well, I know...and I followed directions perfectly - the hot water bath for fruits and later on, tomatoes, and the pressure cooker for vegetables. And I ran into another one of your bulletins the other day, too....

DIST. SUP.: Which one was that?

WOMAN: It was the one on oven-drying.....

DIST.SUP.: Oh, sure..."OVEN DRYING - one way to save Victory Garden Surplus!" Have you tried drying anything yet??

WOMAN: Not yet, but my husband is making me some drying trays to fit in the oven, from the directions in the bulletin, and we're going to dehydrate some spinach this year....the little girl next door is so fascinated with the idea she can't wait till I'm ready to start...

ANNCR: Why?...what's so wonderful about drying spinach? I've eaten it, and it's swell...in fact, I hold an inter-collegiate record for eating dried spinach.....cooked, of course.

DIST. SUP.: OK, Pop-Eye, and do you hold any inter-kindergarten records for bragging about how much you can eat?

ANNCR: Ignore him, Mrs. _____, what were you saying about the little girl next door?

WOMAN: Her name is Sally, and she's 8 years old. She's really good company when I'm canning -- she perches on the kitchen stool and listens to everything I tell her like it was a fairy story.... and you know, it is, in a way. There's a certain quality of magic in canning food.

ANNOUNCER: Sure..the handsome fairy prince in the pressure cooker kills off all the big bad bacteria so the little princess can eat all kinds of good things long after they were picked in the garden.....

WOMAN: Alright, if you want to put it that way....but it does make the work more fun, when I have Sally around to explain things to... I show her the pictures in the Bulletins. And she tells me if I'm doing it just like the lady in the pictures does...and it helps Sally, too.....

ANNCR: Sure...I'll bet she probably gets to lick the spoons.

WOMAN: Not only that. I think it's important that a child know how things are made...and how they grow,....it makes their lives richer when they have an appreciation of...well, how carrots and potatoes grow under the ground, and berries above, for instance...and how the steam in a pressure cooker presses the heat in through the jars and cooks the beans or the corn....

ANNCR: I guess you're right, Mrs._____, when you know all the processes your food goes through from the seed to your plate, you appreciate it more, and you have more fun eating, too.

WOMAN: That's just why Sally can't wait till I try out the drying process. She's looked at the bulletin. She's decided we should try to dehydrate some spinach. She wants to see it when the water's all gone, and the leaves are dark green and brittle, as the bulletin describes it.

DIST.SUP.: Then, Sally is also a bulletin fan?....I have another one the War Food Administration put out that both you and she might like....it's called Preservation of Vegetables by Salting or Brining.....

WOMAN: I haven't seen that one, yet....what sort of things do you salt, besides cabbage for sauer kraut?

DIST SUP: Oh, all sorts of vegetables, turnips and snap beans and corn...even peas and lima beans...and beets and green tomatoes...almost any vegetable, and the Bulletin tells just how to do it...it's not hard, either.

ANNCR: Maybe Sally would like to see how it's done, Mrs. _____.

WOMAN: She'd love it....but I don't know...I doubt if I have the equipment for that...

DIST. SUP.: All you need is a scale to weigh salt...you probably have that... and some crocks.....

ANNCR: And the vegetables to salt down....

DIST.SUP.: Well, I'll give you a copy right now, Mrs._____ and anyone can get any of our three How-to-prepare it bulletins.

ANNCR: Yes, folks, simply write to station_____. Remember to ask for Home Canning....Oven Drying, and Salting and Brining.....

DIST. SUP.: And here's your Salting and Brining bulletin, Mrs._____ it will fit in your purse....and now _____(announcer's name), let's get up a party and start a community canning center in Mrs._____'s kitchen, and finish up those apricots in no time...

ANNCR: Great idea,_____. Thanks, Mrs. _____ for joining us today. And there you have it friends....this week's report on warfood activities from the Office of Distribution. _____of the Office of Distribution, War Food Administration, will be back again soon (next week at this same time) to give you current news and information on.....

Food Fights for Freedom...at home and abroad. This program on America's wartime food program is presented especially for _____ farmers and consumers.

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CURRENT SERIAL RECORD
JUN 18 1945
U.S. DEPARTMENT OF AGRICULTURE

WAR FOOD ADMINISTRATION
Office of Distribution
Marketing Reports Division
821 Market Street, Room 700
San Francisco 3, California

Approx. Time 15 minutes
July 22, 1944
State and Area Supervisors
Can fit to Allotted Time.

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FOOD FIGHTS FOR FREEDOM -- AT HOME AND ABROAD
(MRD Weekly Script No. 19)

Use of this weekly series has been cleared for time by the Office of War Information over the following radio stations: Z-Bar Network, Montana, KRBM, Bozeman, KGIR, Butte, KPFA, Helena, KFBC, Cheyenne, Wyoming; KLO, Ogden, and KDYL, Salt Lake City, Utah; KTAR, Phoenix, Arizona; KOH, Reno, and Keno, Las Vegas, Nevada; KWG, Stockton, KSRO, Santa Rosa, and KIEM, Eureka, California; KXL, Portland, Oregon; KIDO, Boise, and KRLC, Lewiston, Idaho.

State and Area Supervisors are urged to time all scripts in advance. News portion of script is a good place to make additions or deletions. War Food Bulletins from this office are a good source of additional news items.

ANNOUNCER: Good _____, friends. What is your country doing to manage its food supply? What can you do to help? You'll find out if you listen each week to...

FOOD FIGHTS FOR FREEDOM---at home and abroad...a presentation of the _____Office of Distribution, War Food Administration.

Today _____ from the District Office at _____ is here at the _____ (station) mike to give us more news and information about wartime activities on the food front.

OD: Activities is right, _____ Activities and problems...and on these wartime food problems, there isn't any list of answers in the back of the book like there was in school.

ANNOUNCER: When I was in school, I didn't need any answers to go by....

OD: Oh - a smart kid, huh?

ANNOUNCER: No, but the girl who sat next to me was...and she always wrote real big so her papers were easy to copy from across the aisle.

OD: I'll bet I know <u>why</u> she was so good in school.

ANNOUNCER: Alright, why?

OD: Well, I'll bet part of the reason was because she always ate a good lunch....

ANNOUNCER: I might have known you'd drag food into this somehow....

OD: Sure...A good lunch packs a punch....didn't you know that?

ANNOUNCER: Well, maybe....she only lived a block from school, so she always went home for lunch....maybe you're right....no dry sandwiches for Sally.

OD: And no dry sandwiches for the 1944 school kids, either, _____. ....Congress has appropriated 50 million dollars for the School Lunch program again this year.

ANNOUNCER: I guess it would take more than a war to make America forget her kids.

OD: It sure would....I wish we'd had something like the School Lunch program when we were in school...

ANNOUNCER: Well, I've heard that the little red schoolhouse offers more than it used to...But just how does this lunch program work,_____?

OD: It works on a community basis. It operates under the local sponsorship of school boards or other school organizations...or the PTA or The American Legion, or any local non-profit organization.

ANNOUNCER: How do you mean, Sponsors?

OD: Well, they do the work, more or less...The sponsors sign an agreement with the War Food Administration's Office of Distribution. The sponsors tell what kind of lunch they want to serve, and how many children will eat it...

ANNOUNCERL But who buys the food? The Government or the sponsors?

OD: Well, the sponsors buy all the food from local merchants. Then they submit monthly claims and reports of what they've done. Then the War Food Administration pays back from two to nine cents for each lunch, depending on the type of lunch served and the local group pays for the lunchroom equipment and labor.

ANNOUNCER: Then the Government pays only for food, right?

OD: That's right...The local group does the rest.

ANNOUNCER: Doesn't the Government contribute any food - as food?

OD: Yes - when the Government buys food to support prices, they give some of the surplus to school lunchrooms.

ANNOUNCER: Well, that sounds like a real community enterprise.

OD: Yes, and its benefits aren't limited to the children who eat the lunches, either..... Of course, it does give them at least one-third of their daily nutritive requirements, and it develops good food habits, too.

OD: I can imagine it would...they probably eat lots of things, and <u>like</u> them, too, that their monthers don't serve at home.

OD: Sure...but the school lunch program helps the farmers, too...it gives them one more outlet for locally abundant produce.

ANNOUNCER: That goes for local food distributors, too, then, doesn't it?

OD: Yes it does...and another thing...in many communities where there is a home canning center, the women are planning to can all the local produce possible, whether they can use it themselves or not...and what they don't need for their own families will go to the school lunchroom.

ANNOUNCER: Well that sounds mighty good, _____...maybe I should go back to school myself. I learned a lot in school, but I didn't learn to eat...for years, all I would eat was dessert, bread, meat and potatoes.

OD: Sounds like your diet was just a little bit one-sided...but speaking of potatoes reminds me have you heard about what the War Food Administration has done about the potato surplus in some states?

ANNOUNCER: Well, I've read something about it, but I don't know how the whole thing works.

OD: Well it was quite a problem to do something about a potato surplus in eleven states and do it fast.

ANNOUNCER: Why? If they had too many potatoes, couldn't the extras have been stored till they were needed?

OD: No, that wasn't possible, _____, and I'll tell you why... it might give you a good idea of how the WFA works...You see, there were 3 sides to this potato problem.

ANNOUNCER: One.....a few too many potatoes.....

OD: Correct...But even so, better than too few!...Two, the price had to be supported so the growers wouldn't be discouraged from growing potatoes next year. And three, all these were early potatoes, with such a high water content that they can't be stored satisfactorily, and they're not suitable for commercial dehydration.

ANNOUNCER: Well, I can see why there wasn't any answer in the back of the book for <u>that</u> problem. What on earth could the WFA do but <u>dump</u> the surplus?

OD: If you'll give me time, I'll tell you what they did...and the answer WASN'T dumping...First the War Food Administration bought a certain percentage of the crop in each of the surplus areas - mostly the lower grade potatoes.

ANNOUNCER: That was to support the price, huh?.....and once the WFA owned the potatoes, what did they do with them?

OD: Well, they couldn't store them because the water content was too high - these were all early potatoes, you know...they weren't suitable for commercial dehydration, and they couldn't be shipped any distance without refrigerator cars.

ANNOUNCER: So they had to do something right on the spot...

OD: Right...Various agricultural colleges and the Department of Agriculture experimental farm made some potato tests - raw tests, cook tests, and all that - dehydration tests for non-human consumption.

ANNOUNCER: But who is going to eat potatoes if humans don't?

OD: Livestock, of course..

ANNOUNCER: Gosh, my dog eats mashed potatoes, but I thought it was just because he's so smart...you mean cows eat potatoes, too?

OD: That's right, _____. For years farmers have been feeding their potato culls to the livestock.

ANNOUNCER: Have a dried potato, Bossy.

OD: Sure...in California and Arizona, they dehydrate by sun-drying, then grind the potatoes into meal and use it that way.

ANNOUNCER: What about the other places?

OD: Well, the experiments showed that potatoes could be made into ensilage - raw or cooked...For cooked ensilage, the potatoes are steamed till they break, then they're dumped into pits, covered with straw and 2 feet of earth and left to ferment for several weeks.

ANNOUNCER: You mean to say that cattle like that stuff?

OD: They sure do, _____. Cattle and hogs like it so much that it doesn't have to be mixed with any other food, they'll eat it plain.

ANNOUNCER: Just like ice cream to them, huh?

OD: Umhum....Steamed potatoes are good when you want meat and fat production...and when you want milk production, potatoes in raw form are best.

ANNOUNCER: How is the food value on potatoes...aren't they pretty low?

OD: No....for instance, dehydrated potato flakes have a starch content of about 70 percent - that's about the same food value as barley, and about 12 percent less than the food value of corn.

ANNOUNCER: So there won't be any potatoes going to waste this year in spite of the surplus....I'm glad to hear that, _____.

OD: And the potatoes will help relieve the livestock feed shortage in some of the states where it's particularly serious, too.

ANNOUNCER: Well, I have a much better idea of how the WFA works on a surplus crop, now...

OD: Alright, now that we've taken care of the potatoes, let's talk turkey.

ANNOUNCER: OK, I'll bite...what'll we talk turkey about?

OD: Just plain turkey.

ANNOUNCER: Alright, I'll have a drumstick right now.

OD: That, my friend, is very funny.

ANNOUNCER: Ha, ha...alright, I'll pretend I have a drumstick right now.

OD: Well, for a while, that's about the only kind of turkey drumsticks you'll get...because the Government has begun to think about Christmas dinners.

ANNOUNCER: In July?.....Gosh...I just finished last Christmas's shopping.

OD: Well, when it comes to turkey, the Government motto is "Do your Christmas shopping early and avoid the rush".

ANNOUNCER: All of which reminds me...I was going to buy one Christmas present a month from January until December...that's 7 presents I'll have to buy this month to make up...thanks for reminding me..now whats that about turkeys?

OD: I was saying that turkey is an important morale builder...last year our fighting boys all over the world had turkey for their Holiday dinners....Thanksgiving, Christmas, and New Year's Day.

ANNOUNCER: That's all very well for the boys based close to civilization...but what about those kids who were fighting it out on the Pacific Islands last Christmas? They probably didn't even know it was Christmas till the battles were over.

OD: Listen...last year turkeys went to the battle fronts by plane, ship, truck...by jeep and muleback and even man-back to those same fellows you were talking about. The sailors and Marines who were wounded on Tarawa were evacuated on ships that served them turkey in sick bay...

ANNOUNCER: So I take it the boys will have more of the same this year?

OD: That's right, _____. Effective July 17, 1944, the Army Quartermaster Corps started buying turkeys under a set-aside order....War Food Order 106.

ANNOUNCER: They certainly start taking care of our boys early...then I suppose that means civilians all over America won't get any turkey tillthe Army collects its quota?

OD: Well, the set-aside order will operate in nearly all the states west of the Mississippi River, and in all the major turkey producing areas...that's Illinois, Wisconsin, Delaware and certain counties in Virginia and West Virginia and Maryland.

ANNOUNCER: Do you suppose there will be any turkey left for civilian Christmas dinners after the Army does its shopping?

OD: Sure...you'll get yours...Even after all these millions of pounds go overseas, civilians should have about 3 pounds of turkey apiece this year.

ANNOUNCER: I'll take mine all in white meat, if you don't mind...that's about the same amount we had last year, isn't it?....

OD: Just about, _____ - it's around a quarter of a pound less.

ANNOUNCER: I think we'll make out...boy, I'd like to see those kids'faces when they run to mess call and find turkey and all the fixings come Christmas.

OD: Don't forget Thanksgiving...and New Year's, too.

ANNOUNCER: Gosh...I guess a lot of turkeys are going to lose their heads this year, if there's to be enough for the boys, and 3 pounds for us, too.

OD: Yep...but that's the business of the War Food Administration... making the food go around so everyone will get enough...this year we civilians get a little less turkey...but we'll get more rice.

ANNOUNCER: How do you know all these things,....the rice crop hasn't even been harvested yet...

OD: No...it won't be ready until October...but the WFA has to know these things so it can cut the pie for the armed forces, our own civilians, and the lend-lease nations, too.

ANNOUNCER: I see your point...but it sounds like a pretty complicated pie to me...and what about that rice?

OD: Well, it's just that our present supplies of milled rice will be enough for all our war needs up to October first...and the new crop is expected to be so heavy that only 35 percent will be set-aside this year...and that 35 percent will actually be the same amount of rice as 45 percent of last year's crop of rice amounted to...

ANNOUNCER: A quick review of my grammar school math leaves me with the answer to that one...this year's crop is ten percent bigger than last...right?

OD: Right...you're way ahead of me. With a mathematical mind like yours it shouldn't be any trouble at all for you to fill out my Income Tax blanks next time...

ANNOUNCER: OK, it's a deal...if you'll give me the three pounds of turkey that's coming to you...that's a fair bonus.

OD: We'll see about that when the time comes...by that time maybe you'd rather have some dehydrated onions instead...they've been released you know.

ANNOUNCER: NO!...well, that puts an entirely different light on the subject.

OD: I knew you'd feel this way, yes, civilians can get dehydrated onions without allotment certificates now...and dehydrators don't need to set aside any for the government, either.

ANNOUNCER: Why? ...doesn't anybody like dehydrated onions anymore?

OD: Sure...they're used for making catsup and relish all the time...but the supply has improved, so anyone can get all they want, now...

ANNOUNCER: Well, that's a good enough reason.

OD: Sure...there's always a reason...you know...I ran into something the other day...several times I've heard grape growers talking about percentages.....grape testing....all that...and I always wondered what they were talking about.

ANNOUNCER: All you had to do was ask.

OD: Sure...so that's what I did.

ANNOUNCER: Alright,.....what's the story?

OD: Well, those percentage figures they were throwing around meant how much sugar was in the grapes...and it's interesting to know how they get the percentage.

ANNOUNCER: It's a simple chemical process, isn't it?

OD: Sure, it's simple...but when you're out in a vineyard at the beginning of the season and want to know if your grapes are ripe enough to stand inspection, you don't have time to send them to a laboratory to have them tested.

ANNOUNCER: OK....Why not try eating some?....that's the way I find out if grapes are ripe.

OD: Alright...but the grape growers do it differently...the grapes have to contain a certain percent of sugar before they can be marketed...so, here's what the grower does...he takes about three pounds of grapes and presses the juice out...then he puts the juice in a graduated scale, puts a thing called a sachrometer inside, and if it floats at the proper level, the grapes are sweet enough and ripe enough to pick and send off to market.

ANNOUNCER: A sachrometer, humn?.....sounds pretty complicated to me.

OD: It isn't..very....they do the same thing to cantaloups...take the seeds out, remove the pulp - and make cantaloup juice.

ANNOUNCER: Do they have to test all fruit that way before it can go to market?

OD: No...oranges and grapefruit, for instance, are tested chemically for acidity...if they have too much acid, then there isn't enough sugar, and they're not ripe yet...they do that by the titration method, if you remember high school chemistry.

ANNOUNCER: I do...but the memory isn't pleasant -

OD: Lots of fruits are tested simply by size and color...like peaches and plums and apricots...

ANNOUNCER: Yes, but what about the different kinds?....Some peaches are red when they're ripe, and some stay yellow till they die on the tree.

OD: The inspectors know all about that...and they can tell at a glance if it's a Hale or an Elberta they're looking at, too...

ANNOUNCER: What about pears?.....Don't they have to pass a color test?

OD: No...they go by hardness....there's a little gadget that registers how much pressure a pear can stand without squashing...and if it can stand too much, it's not mature enough to be picked.

ANNOUNCER: Gosh...I thought the inspectors just checked things over for size and diseases and let it go at that.

OD: Not on your life....but watermelon inspection is the best, I think...I mean the most interesting.

ANNOUNCER: I knew how to test a watermelon when I was a kid... just thump the melon and if it goes "plink", its too green...but if it goes "plunk"...umnhumnn...

OD: If it goes "plunk," it's ripe...but it may be over-ripe, too... so the inspectors don't do any watermelon thumping....those men know watermelon so well that they can tell by the shape and color and texture of the rind when the melon is ripe...they can go over a whole truckload just feeling the melons lightly with their hands, and pick out the green ones from the ripe...

ANNOUNCER: That sounds like a good job...I'd like to get well enough acquainted with a watermelon so I could do that, too.

OD: But then you'd be so busy feeling watermelons you wouldn't have time to eat them.

ANNOUNCER: Maybe you've got something there...Anyhow, I'm glad you found out how those things are done...

OD: I am, too, _____. Our food goes through so many hands, and so many processes from the time it's planted till we see it on our own tables that it amazes me to find out how it's done.

ANNOUNCER: Yes, food is a wonderful thing...and the more I hear about this complicated business of food distribution, the more I appreciate what I see on the plate when I sit down to the table.

OD: I feel the same way, _____.

ANNOUNCER: And there you have it, friends...this week's report on warfood activities from the Office of Distribution. _____ of the Office of Distribution, War Food Administration, will be back again soon (next week at this same time) to give you current news and information on.

FOOD FIGHTS FOR FREEDOM...At home and abroad. This program on America's wartime food program is presented especially for _____ farmers and consumers.

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Approx. Time 15 minutes
July 31, 1944
District Supervisors
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422
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FOOD FIGHTS FOR FREEDOM -- AT HOME AND ABROAD
(MRD Weekly Script No. 20)

Use of this weekly series has been cleared for time by the Office of War Information over the following radio stations: Z-Bar Network, Montana, KRBM, Bozeman, KGIR, Butte, KPFA, Helena, KFBC, Cheyenne, Wyoming; KLO, Ogden, and KDYL, Salt Lake City, Utah; KTAR, Phoenix, Arizona; KOH, Reno, and KENO, Las Vegas, Nevada; KWG, Stockton, KSRO, Santa Rosa, and KIEM, Eureka, California; KXL, Portland, Oregon; KIDO, Boise, and KRLC, Lewiston, Idaho; KGA, Spokane, Washington.

District Supervisors are urged to time all scripts in advance. News portion of script is a good place to make additions or deletions. War Food Bulletins from this office are a good source of additional news items.

ANNOUNCER: Good_____, friends. What is your country doing to manage its food supply? What can you do to help? You'll find out if you listen each week to.....

FOOD FIGHTS FOR FREEDOM --- at home and abroad...a presentation of the _____Office of Distribution, War Food Administration. Today, _____, from the District Office at _____ is here at the _____ mike to give us more news and
(Station)
information about wartime activities on the food front.

OD: That's right, _____ and today, my food front news covers a good sized slice of the globe.

ANNCR: What do you mean? The food front covers the whole world.

OD: I mean that I've got a report here from the Combined Food Board, and it shows how the British and the Canadians eat during the war. And when you compare it with how we eat --- well, we haven't any complaints coming.

ANNCR: That should be interesting....I'm always running across articles about how the British look at an orange like you and I look at a filet mignon 6 inches thick.

OD: A very good simile, _____. In England the babies and expectant mothers get all the citrus fruit and tomato juice they need.....but the ordinary people are lucky if they get a glass of fruit juice once or twice a year.

ANNCER: Why, I can't eat my eggs in the morning without orange or tomato juice first....

OD: You wouldn't have to worry about getting your eggs down if you lived in England...they got on the average of 29 shell eggs apiece last year...just a little over 2 eggs a month.

ANNCR: I see what you mean.

OD: Of course, now, we have been and we still are sending them dried eggs through lend-lease to help fill the gap.

ANNCR: What about Canada? I thought they were in on this report, too.

OD: I'm coming to that....In Canada last year, everyone got about 62 pounds of citrus fruits and tomatoes, and 72 pounds of other fruits. But over here, we got 103 pounds of tomatoes and citrus fruits, and 104 pounds of other fruits.

ANNCR: We didn't do so bad, did we?

OD: No...and we did even better on the poultry. Did you know, _____, that before the war, we Americans were eating 5 times as much poultry as the British?

ANNCR: No - but since the war, we probably aren't getting that much, are we?

OD: We certainly are....we're eating 12 times as much, now.

ANNCR: Twelve times....I guess that must be because of meat rationing.

OD: The British eat more fish than we do, though...they eat twice as much fish as Americans and Canadians eat.

ANNCR: I've read that they even ate fish for breakfast....a bloater and a cup of tea, or something.

OD: Maybe so...and you know, _____, I think it's interesting to note how the war has brought up the milk and meat consumption.

ANNCR: Where?.....Here, or in England?

OD: In America...and Canada, too, on the milk consumption. I guess it's because more families can afford it, now that many people are making more money. Both Canadians and Americans are using more milk and milk products than before the war....16 percent more for us.

ANNCR: That doesn't include butter, does it?

OD: No...but it does include cheese. The British are eating more than twice as much cheese as we do, and three times as much as Canadians eat.

ANNCR: I suppose everyone's butter consumption is down.

OD: Yes, the English have always eaten more butter than we...but the Canadians are the biggest butter eaters in the world.

ANNCR: I didn't know that!

OD: However, where the other fats are concerned...lard and shortening, and things like that, England's supply is pretty tight...15 percent less than America's.

ANNCR: That must be hard on the housewives...how about the meat situation?

OD: America did alright when it came to meat....we got on the average of 141 pounds apiece last year...that's more than we ate before the war, when Americans averaged a little over 134 pounds.

ANNCR: That's amazing, what with rationing and everything. How did the other people do?

OD: The average Canadian got about 134 pounds of meat, but the average Britisher only got 107 pounds.

ANNCR: Did our Victory gardens bring up America's vegetable consumption, too?

OD: Yes...but the British won that round. They have a gardening plan called the "Dig for Victory" campaign, and it's been so successful that England has enough vegetables to insure everyone 133 pounds.... that's 42 percent larger than America's supply.

ANNCR: The man with the hoe must be popular over there....what about Canada?

OD: Now that her imports are cut off, Canada has to rely on a very short growing season...so Canadians averaged only about 33 pounds of green and leafy vegetables apiece in 1943.

ANNCR: I hope no one ever catches me beefing again about any food shortages we might meet. We've been mighty lucky over here.

OD: We certainly have,_____. All three of our countries have been lucky...just be glad you weren't on the other side..

ANNCR: You mean Germany?

OD: Yes...the average German got only 28 pounds of meat...23 pounds of fat, 26 pounds of sugar, and 26 quarts of skimmed milk....

ANNCR: Belts will be worn tighter in Germany this year...

OD: Yes...and in most of the occupied countries, too....they got even less food last year than the Germans did.--naturally.

ANNCR: Maybe it will be a different food story in 1944.

OD: Let's hope so, _____. But it certainly goes to show you that the WFA slogan wasn't just a bunch of hollow words...food will help win the war....

ANNCR: Yes.....Food Will Help Win the War and Write The Peace...any other reports for us today,_____?

OD: Yes, I have some figures on Lend-lease shipments that might be interesting...it shows how our food supply is divided among the various Lend-lease countries by the War Food Administration.

ANNCR: Good....I've wondered how that food was divided.

OD: This is the shipping report for June, and it shows that the British Empire received 58 percent of our lend-lease food shipments, and Russia got 32 percent...the other nations included Greece, North and West Africa, and the French Committee of National Liberation.

ANNCR: That's a lot of people to feed.

OD: It certainly is....and that isn't all....we sent over 33 million pounds of food and other farm products to our territories....Porto Rico, the Virgin Islands and Hawaii. That comes under the WFA's Carribean and Territorial emergency programs.

ANNCR: What sort of food did we send all these people?

OD: I can tell you the percent values of the 8 hundred million pounds of food we sent across....for instance, 27 percent of the whole was meat -- 10 percent was fats and oil -- grain products, 17 percent, - fruits and vegetables 13 percent, -- and 9 percent was sugar....5% was special commodities, cotton, 1 percent, -- and tobacco, less than 1 percent.

ANNCR: Let me get my breath....

OD: Alright....I'll tell you about the Food Advisory Committees while you get your breath.

ANNCR: Good ...but first, just what <u>are</u> Food Advisory Committees?

OD: Committee members are the people who decide which food commodities should be reduced or increased in ration value.

ANNCR: But I thought the OPA did that.

OD: The OPA decides how many points each commodity should bring..... but let me tell you how the Advisory Committees work.

ANNCR: Go right ahead.

OD: It works like this.....For instance the value of canned apricots is 50 points in May, and it's 10 points in July....just a hypothetical case, you understand.

ANNCR: Alright....and how do the point reductions come about?

OD: That's where the Advisory Committee comes in....a committee made up of your butcher and grocer, and your milkman - or their representatives - are usually members of a local food distribution advisory committee.

ANNCR: And they have charge of rationing?

OD: No - you haven't got the whole story yet...You see, the War Food Administration has always asked the advice of the food trades - ever since the agency began. And now there are 90 national committees made up of men in the food business who work with the WFA on all the plans and actions that affect food distribution.

ANNCR: But you say those are national committees.

OD: Yes...but now we have district and local committees...almost three hundred of them located in the major trading areas. They have an Office of Distribution representative as chairman - and include members from all branches of the food trades.....

ANNCR: You mean wholesalers and retailers, and all that?

OD: Yes, meat dealers, hotel and restaurant men, and so on and sometimes they have a special industry sub-committee to deal with a special problem...like pork, for instance.

ANNCR: And do they have regular meetings to discuss all these problems?

OD: Oh, yes...at least once a month.

ANNCR: And how do they meet the problems...I mean what do the committees actually do?

OD: One of the main things they discuss is the effect current ration point values are having on the movement of foods. The members tell the committee chairman whether local stocks of the various foods are short, adequate or surplus.

ANNCR: Now I'm beginning to see what the committees are for.

OD: They're sort of middle men between the consumer, the WFA and the OPA, more or less.

ANNCR: More or less is right.

OD: They never recommend that ration point values on canned apricots, for instance, should go up or down...that's the OPA's job...but they merely point out the general direction which the experience of food trade men and Office of Distribution representatives all over the country indicates that rationing should go.

ANNCR: And what happens then?

OD: The regional committee reports are put together in Washington and recommendations can be made to the OPA to ease up on ration points where there's an oversupply, and tighten up where some foods are moving too fast.

ANNCR: Then when canned apricots go up or down in point values, it's because the advisory committees advised the move...right?

OD: Possibly, but not always, _____. There may be difficulties involved that the committees know nothing about....The food supply has to be estimated on a national basis...but the committees have found that the movement of food stock varies in different parts of the country...for example, canned fish.

ANNCR: You mean that people don't like fish in some parts of the country, and the supply just sits on the grocery shelves?

OD: I don't know why...but I know that recently in the western region, there was a very slow movement of canned peaches, and a shortage of canned fish.

ANNCR: What did they do about that?

OD: Just a minute,_____, other sections of the country reported just the opposite....

ANNOUNCR: Couldn't they have changed the ration point values?

OD: That might have been possible...it would have relieved the situation temporarily...but it would have intensified the shortage in other sections of the country.

ANNCR: So what did they do?

OD: The western regional district and local committees were able to see that the individual groups involved arranged exchange deals with food dealers in other states, and as a result, canned peaches were shipped east where they were needed, and canned fish was shipped west where it was wanted...so the situation was balanced... see?

ANNCR: Seems like a good swap.

OD: It was...and that sort of thing can be done through the committees all the time...they uncover unbalanced conditions, and arrange to have the food moved from a surplus area to a shortage area.

ANNCR: With an integrated system like that, the food supply would just have to be divided evenly all over the country.

OD: Of course, -- and speaking of dividing, -- the WFA is facing another milk production slump, and it's quite a problem to see that the supply is spread out among the various milk industries and consumers.

ANNCR: You mean, a certain amount has to go for butter, and cheese and evaporation?

OD: Yes - and an adequate allotment for fluid milk sales, too - but there's a lot more to the milk business than just putting it in bottles and leaving them on the front porch.

ANNCR: Yes, I know...I tried to milk a cow once myself...I got slapped in the face with her tail for my trouble, too.

OD: Better than getting kicked.

ANNCR: Anyhow, I'll take mine in bottles from now on...I am no longer interested in saving the middle-man's profit.

OD: Very generous of you, _____. But I was going to tell you about milk, wasn't I?

ANNCR: I can't very well tell you.

OD: The background of the situation goes something like this...For the past two years, until last fall, fluid milk consumption increased 25 percent over pre-war years. But by last fall, there were so many demands for milk - from industry - from the armed forces, lend-lease and the increased civilian market, that something had to be done, and fast, if the milk was to go around.

ANNCR: That was when milk was almost put on the ration list, wasn't it?

OD: Almost, but not quite...a conservation program was set up instead, to avoid milk rationing - in all areas of 50 thousand people or more, fluid milk distribution was limited to 100 percent of the June, 1943 distribution - that was a flush month, incidentally.

ANNCR: That doesn't seem like very tight conservation - using a flush month as a guide.

OD: Maybe not, _____. But at that time it was only necessary to see that fluid milk consumption was not increased - it didn't need to be cut.

ANNCR: I see. But since last fall, we've had cuts in the amount of table cream we found in the grocery stores, and ice cream, too, haven't we?

OD: Yes...during peak milk production periods like this July, the lid was lifted on cream temporarily - we had 90 percent as much as we had in June, 1943, the model month.

ANNCR: But now we're in for another cut?

OD: Yes...right now there is a seasonal slump in milk production, and the butterfat situation is tight...so that/means a cream-cut -- beginning August first, cream sales will be cut to 75/percent of the June, 1943 sales.

ANNCR: Because butter is made from cream?

OD: That's right...and that's the situation in a nutshell -

ANNCR: Or in a cream bottle.

OD: Umhum...less milk being produced, less butterfat available...so it's a matter of having your cream and eating it, too - as butter.

ANNCR: You can't do it, huh?

OD: Nope...but the less cream we get the more butter will be available.

ANNCR: I understand we won't have any too much butter no matter how we conserve the cream supply.

OD: No, we won't...but I just wanted to point out that we can't have cream and butter, too.

ANNCR: I think I understand how it works...and when you think of all the things that must be made from the fluid milk produced, it's surprising there are enough cows to make it all possible.

OD: Yes...the milk supply has to be divided among the cheese-makers, the milk evaporators and condensers - the milk-drying industry - and you know a tremendous amount of dried milk is being used overseas, now...some of it must go to make butter and ice cream...

ANNCR: And there will still be enough left over for the milkman to leave me a quart or two on the front porch?

OD: Yes...but people should not buy any more milk than they really need. It's one of our most valuable foods...and we just can't afford to waste a drop.

ANNCR: I know that...and if any should happen to sour, there are plenty of good pancake, biscuit and cake recipes that call for sour milk.

OD: Umhum...of cornbread ...you just can't make good cornbread without sour milk.

ANNCR: Put on your apron, bud, and let's see if you're right.

OD: My wife takes care of the cornbread department---and very good care, too.

ANNCR: Alright...I just thought I'd see how handy you were in the kitchen.

OD: I'm not - very - it keeps me busy just checking on the food supply. And that makes me so hungry I couldn't stand the suspense of cooking, too.

ANNCR: You have a point there, _____.

OD: I have something else, here, too - to end this session with...I had to visit my dentist the other day, and he was entertaining me while he drilled.

ANNCR: That must have been a novel experience.

OD: It was...I was telling him some things about food, but he turned right around and told me...

ANNCR: You mean he told you that your diet had a lot to do with the condition of your teeth?

OD: He knows I already know that...No, this was about teeth and asparagus.

ANNCR: Alright...I think I'm being baited, but go ahead.

OD: My dentist said that in the Seventh Century, the people used asparagus for toothaches...they believed that if the asparagus root was put against a viclently aching tooth, it would come out without any pain...

ANNCR: No pliers?

OD: No pliers...just a little asparagus root.

ANNCR: I'll let you go this time...but I still think you made all this dentist business up so you could spring another crazy food freak you got from that old book you were carrying around not long ago...Am I right?

OD: That is a question I won't have time to answer - because it's time for you to tell all the people that the broadcast is over for this week.

ANNCR: You're getting off easy this time...and there you have it, folks. This week's report on warfood activities from the Office of Distribution. _____ of the Office of Distribution, War Food Administration, will be back again soon (next week at this same time) to give you current news and information on.... FOOD FIGHTS FOR FREEDOM....at home and abroad. This program on America's wartime food program is presented especially for _____ farmers and consumers.

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